Questions & Tips

How to attach to a Non-Profit Organization?

If you are raising money for a registered 501(c)(3) organization, I can go ahead and convert your campaign to a Certified Charity campaign.

That way, all donations will be mailed directly to your organization via check on a monthly basis. Your donors will also receive tax-deductible receipts for each donation.

One other thing to note is that there will be a difference in fees. Our payment partner for charity fundraisers is FirstGiving. FirstGiving charges 4.25% of each donation, in addition to GoFundMe's 5% taken from each donation. In total you will be charged 9.25% per donation. If you receive a donation of $100, your charity would get $90.75.

As long as this sounds alright with you, we can make the switch. In order to do this, just reply to this message with the following:

1) Your organization's federal Tax-ID number or EIN
2) Written confirmation that you accept FirstGiving's Terms. Here is a copy for your reference: http://www.firstgiving.com/content/general_terms

Can I attach this to a Facebook Page rather than my personal account?

As for connecting a Facebook Page instead of your profile, the short answer is you will have to connect both. To add a group or organization page to your GoFundMe campaign, you must first verify your account with a personal Facebook account.

Once you've connected your personal Facebook account, you will be able to connect a business or fan page under your account to share your campaign with by following these steps:

1. Sign in to your GoFundMe account at www.gofundme.com/sign-in
2. Click your name in the top-right of the screen, and select "Account Settings"
3. Choose the "Facebook" tab on the left-hand side
4. Select "Click here" after "To post updates to a second Facebook fan or business page..." *Please note, this option will only appear once you've successfully connected your personal Facebook

account.

5. Select the Facebook page you'd like to connect

Keep in mind, the organization Facebook page will not appear on your GoFundMe campaign. The name from your personal Facebook profile will appear in the "Created by" section of your campaign. Connecting your organization page simply allows your posts to be shared to the organization page as well as your personal Facebook profile. If you'd like to direct your supporters to your organization's Facebook profile or website, you are more than welcome to provide a link in your campaign description.

Promotional Ideas:

I created a letter to post to our blog, have wrestlers give to friends and relatives that they knew weren't on Facebook and to send out to our email list.

Give each wrestler 10 copies of the letter and let them know to send this out to social media, have parents do the same and encourage people to donate and share.

Use texting service or group texts to remind athletes regularly to promote and post regular updates to social media outlets and encourage sharing. Texting service we use "Remind 101" https://www.remind.com/

Go here for more tips: http://support.gofundme.com/entries/22577232-5-steps-to-a-successful-campaign

Title Tips:

Write a catchy and descriptive title. *Which title sounds better?*

I need money!

or

Julie's Medical Mission Fund

Let them know who you are and be sure they know what it's about.

Description Tips:

Your Campaign Summary will fill in the details and answer any questions donors and visitors may have. The best campaign summaries include an introduction of yourself, a brief explanation of what

you're raising money for, and why the cause is important to you. You can also use this area to add more photos and video.